

FOR IMMEDIATE RELEASE

October 31, 2012

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2nd Annual Jeans Day Campaign to End Homelessness Launches

Tysons Corner, Va. – The Fairfax County Chamber of Commerce (Fairfax Chamber), in partnership with the Fairfax-Falls Church Community Partnership to Prevent and End Homelessness, Apple Federal Credit Union and *The Connection* Newspapers, is proud to announce the [2nd Annual Jeans Day to Put the ZIP on Homelessness](#).

On Jeans Day 2012 – Friday, December 14 – businesses, County agencies, non-profit organizations and civic and faith-based groups in Northern Virginia will allow employees or members to wear jeans to work or gatherings in exchange for a \$5 contribution to End Homelessness. Last year, more than 100 employers representing 3,000 employees participated in the initiative.

Twenty-one organizations representing more than 1,850 employees have already signed up to participate in Jeans Day 2012, including:

- City of Fairfax Regional Library
- CPS Professional Services, LLC
- Ernst & Young
- Fairfax County Department of Housing
- Fairfax County Department of Human Resources
- Fairfax County Department of Neighborhood & Community Services
- Fairfax County Office of the County Attorney
- Fairfax County Office to Prevent and End Homelessness
- Fairfax County Retirement Administration Agency
- Fairfax-Falls Church Community Services Board-Chantilly Center
- Helios HR
- Holland & Knight LLP
- The ILEX Group
- Kositzka, Wicks & Company
- M&T Bank
- The O'Reilly Law Firm
- Steve Gladis Leadership Partners
- Tysons Corner Center
- Virginia Commerce Bank
- The Westin Tysons Corner
- WSP Environment & Energy

“We’re proud to partner with the County, through the Office to Prevent & End Homelessness, and *The Connection* Newspapers for the second year to provide an opportunity for businesses and their

employees to participate in the robust work to end homelessness going on in our community,” said **Fairfax Chamber President & CEO Jim Corcoran**. “Northern Virginia businesses step up every day to support our community in many ways, but we’re especially excited about this opportunity because it’s a chance for employees to get involved directly.”

“Now, more than ever, we need you to get involved as we move forward with the Fairfax-Falls Church Community Partnership to Prevent and End Homelessness. EVERYONE is in need of some type of help at one point in time or another. Now, we need your help and Jeans Day is a great way for you and your business to get involved to prevent and end homelessness in our community as we know it,” said **Chairman Sharon Bulova, Chairman of the Fairfax Board of Supervisors**.

“In Fairfax County, it’s easy to forget that there are homeless families here, homeless children in the schools, and that many people who are homeless here are actually working, but don’t make nearly enough money to afford housing,” said **The Connection Publisher Mary Kimm**. “*The Connection* is committed to raising awareness of homelessness and the need to provide permanent shelter, and to recognizing the good works of individuals and businesses in Northern Virginia.”

Nearly 3,000 children, women and men face homelessness and the threat of severe temperatures and hunger today in the Fairfax County-Falls Church community. The majority of people without homes in our community are children and working families. Homelessness affects everyone, with social and economic costs to the community, including increased public costs for medical care and education.

Interested companies can register to participate in the initiative any time between now and December 14, and can do so at <http://jeansday2012.eventbrite.com>.

More information about homelessness in Fairfax County, and the partnership to end it, is available at <http://www.fairfaxcounty.gov/homeless/>.

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The Fairfax County Chamber of Commerce (Fairfax Chamber), the Voice of Business in Northern Virginia™, represents more than 625 member companies with nearly 500,000 employees throughout the region. Since 1925, the Chamber has been working to build a strong business community by providing unparalleled access to business development & thought leadership opportunities; professional development & mentoring; business advocacy and strategic community partnerships. Learn more at www.fairfaxchamber.org.

In 2008, the Fairfax County Board of Supervisors established a 10-Year Plan to End Homelessness and the Office to Prevent and End Homelessness (OPEH) to manage, coordinate and monitor day-to-day implementation of the community’s plan. A Governing Board governs the Fairfax-Falls Church Community Partnership to Prevent and End Homelessness and along with OPEH engages community partners from nonprofits, businesses, the faith-based community, and county agencies in its efforts to implement the 10-Year Plan. More information is available at www.fairfaxcounty.gov/homeless.

The Connection Newspapers, award winning group of 15 weekly newspapers and online sites in Northern Virginia, reaches more than 170,000 home and business readers every week. Winner of the Virginia Press Association Award for Journalistic Integrity and Community Service for coverage of homelessness. The

Connection provides targeted marketing tailored to individual business objectives, including print, web and social media. Visit www.ConnectionNewspapers.com. Free digital subscriptions are available at www.connectionnewspapers.com/subscribe.

Through a lifelong partnership with anyone touched by education, Apple Federal Credit Union has been helping members achieve their dreams by offering competitive financial solutions, with dedicated personal service, since 1956 in Fairfax County. Apple has 21 branch locations in NOVA (more than any other Credit Union), access to 53,000+ ATMs nationwide and offers a full suite of Mobile solutions. Apple ranks in the Top 100 Credit Unions nationally in terms of asset size.